



## **Chapter IX**

# **Key Indicators for Successful Internet Commerce: A South African Study**

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### **ABSTRACT**

*The advent of e-commerce has brought about new implications on research directions in the business arena. Is it not sufficient to just study the formation of electronic markets in e-commerce. It is also necessary to have insight into the electronic markets' innermost workings. This chapter, therefore, highlights the factors that give these new organizational forms (e-commerce enterprises) sustainable competitive advantages. The chapter is present in three main sections: A study of variety of reports of practitioners and researchers from the international arena, provide a background of prior knowledge in the field. The analysis of this knowledge base is conceptualized into a framework of key factors affecting e-commerce success. Finally, the results of an empirical study of South African e-businesses are reported on. The authors provide some insight on the application of the conceptual framework as applied in the South African situation.*

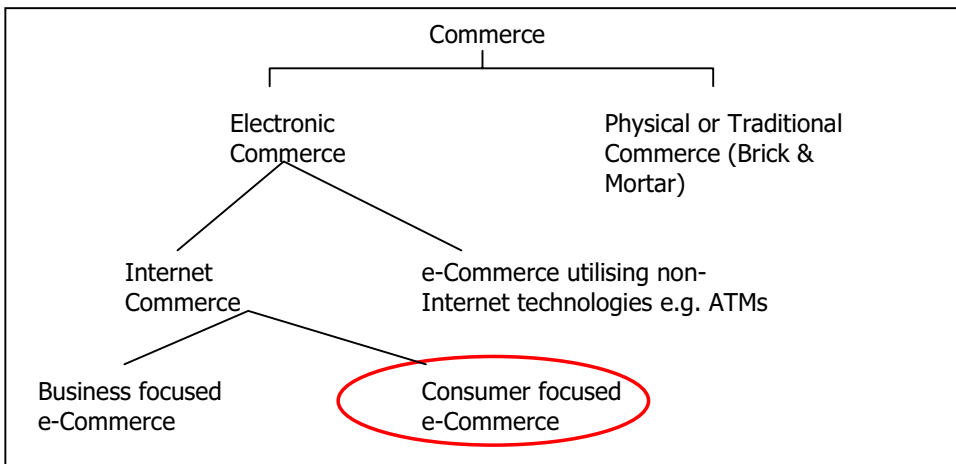
## INTRODUCTION

The world of Internet commerce has been rapidly evolving since its advent in the 1990s. This has had implications on research directions in the field of electronic commerce (e-commerce). No longer is it sufficient to study the formation of electronic markets in e-commerce. It is also necessary to have insight into the electronic markets' innermost workings. This chapter, therefore, highlights the factors that give these new organizational forms (e-commerce enterprises) sustainable competitive advantage, thus allowing them to create value in the Internet marketplace, and increase their ability to maximize profits.

The following sections review various factors relating to e-commerce successes and failures. The analysis of these factors provides, enabling directions in successful adaptations and new interpretations of long-standing issues that senior managers face with new directions of Internet commerce.

The chapter is presented in three main sections. First, a study of a variety of reports of practitioners and researchers from the international arena, provide a background of prior knowledge in the field. Then the analysis of this knowledge base is conceptualized into a framework of key factors affecting e-commerce success. Finally, the results of an empirical study of South African e-businesses are reported. The authors provide some insight on the application of the conceptual framework as applied in the South African situation.

*Figure 1: Types of E-Commerce*



*Source: Adapted from Chan et al., 2001*

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